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1. (Currently Amended) Method for treating keratinous hair fibres to endow them with novel appropriate properties, ~~characterized in that it comprises steps consisting in~~ comprising reducing, with at least one reducing agent, the disulphide bonds of the hair keratin ~~with a view to~~ for generating reactive sites only on the surface of said fibres to a depth of less than 10  $\mu\text{m}$ , and ~~in~~ covalently fixing on said reactive sites at least one active compound which is capable of endowing the keratinous hair fibres with novel appropriate properties ~~on said reactive sites~~, said active compound comprising at least one reactive function which is capable of reacting with said reactive sites formed on the surface of the keratinous fibres.

2. (Currently Amended) Method according to claim 1, ~~characterized in that~~ wherein in a first step, the disulphide bonds of the keratin are reduced and ~~in that~~, after optional rinsing with water, a second step is then carried out in which the active compound is fixed.

3. (Currently Amended) Method according to claim 1, ~~characterized in that~~ wherein the reduction of the disulphide bonds of the keratin is carried out simultaneously with fixing of the active compound.

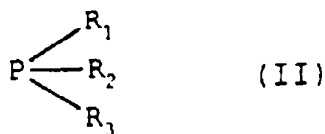
4. (Currently Amended) Method according to claim 1, ~~characterized in that~~ wherein reduction is carried out to a depth of about 4 to 5  $\mu\text{m}$ .

5. (Currently Amended) Method according to claim 1, ~~characterized in that~~  
wherein reduction is carried out to generate 0.1% to 5% by weight of cysteine with  
respect to the total amino acids of the keratinous hair fibres.

6. (Currently Amended) Method according to claim 5 ~~characterized in that~~,  
wherein reduction is carried out in order to generate 0.1% to 2% by weight of cysteine  
with respect to the total amino acids of the keratinous hair fibres.

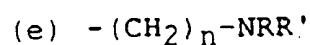
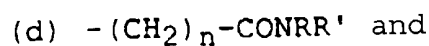
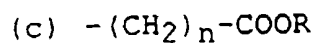
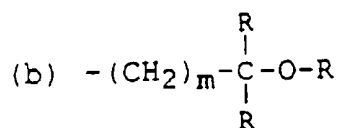
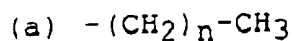
7. (Currently Amended) Method according to claim 1, ~~characterized in that~~  
wherein the disulphide bonds of the keratin are reduced using a reducing agent  
selected from thiols, hydrides, sulphites or bisulphites, phosphines and phosphites,  
hyperbranched polymers and dendrimers carrying terminal thiol functions.

8. (Currently Amended) Method according to claim 7 ~~characterized in that~~,  
wherein the reducing agent is a phosphine with general formula:



where:

R<sub>1</sub>, R<sub>2</sub> and R<sub>3</sub>, which are identical, represent:



$n = 1$  to  $3$

$m = 0$  or  $1$  to  $3$

R and R', which may be identical or different, represent a hydrogen atom or a linear or branched C<sub>1</sub>-C<sub>4</sub> alkyl radical and salts of said compounds with formula (I) (II) with a mineral or organic acid.

9. (Currently Amended) Method according to claim 8, ~~characterized in that~~ wherein the phosphine salts with formula (I) (II) are selected from hydrochlorides, hydrobromides, sulphates, citrates, oxalates and acetates.

10. (Currently Amended) Method according to claim 8, ~~characterized in that~~ wherein the phosphine is ~~selected from~~ tris(2-carboxyethyl)phosphine and tris(hydroxymethyl)phosphine.

11. (Currently Amended) Method according to claim 10, ~~characterized in that~~ wherein the phosphine is present in a concentration in the range of from  $10^{-3}$  M to 1 M.

Claim 12 (Canceled).

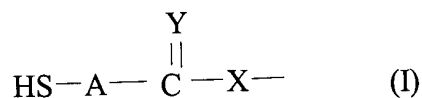
13. (Currently Amended) Method according to claim 1, ~~characterized in that~~  
wherein the contact time for the aqueous reducing agent solution with the keratinous  
fibres is in the range of from about 30 seconds to 1 hour, the temperature being in the  
range of from room temperature to of less than 60 °C.

14. (Currently Amended) Method according to claim 1, ~~characterized in that~~  
wherein the active compound is selected from colorants, sunscreens, shine agents and  
hydrophobic compounds, said active compound carrying at least one nucleofugic  
function.

15. (Currently Amended) Method according to claim 1, ~~characterized in that~~  
wherein the active compound is used in an aqueous solution at a concentration in the  
range of from about 10<sup>-3</sup>% to 20%, the pH of said solution being in the range of from  
about 2 to 10.

16. (Currently Amended) Method according to claim 1, ~~characterized in that~~  
wherein the contact time for the aqueous solution of active compound is generally in the  
range of from about 1 minute to 1 hour, the temperature being in the range of from room  
temperature to of less than 60 °C.

17. (new) Method according to claim 7, wherein the reducing agent is selected from the group consisting of hyperbranched polymers and dendrimers carrying terminal thiol functions, having formula (I) :



where:

Y represents an oxygen atom or an NH group;

A represents a linear, branched or cyclic, saturated or unsaturated C<sub>1</sub> – C<sub>12</sub>

B<sup>2</sup>  
alkane di-yl group; optionally interrupted by one or more heteroatoms;

or optionally substituted by:

-NH<sub>2</sub>, optionally in the form of a salt;

-NH-COR, where R represents a linear, branched or cyclic, saturated or unsaturated C<sub>1</sub>-C<sub>10</sub> alkyl group;

a carboxylic acid function; or

a C<sub>1</sub>-C<sub>10</sub> ester function;

X represents a nucleophilic group.

18. (new) Method according to claim 17, wherein said reducing agent is present in a solution at a concentration such that the thiol titre of the solution is in the range of from 100 to 500 meq/l.

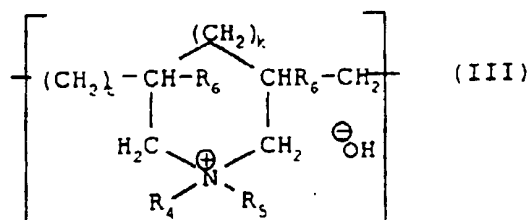
19. (new) Method according to claim 18, wherein said thiol titre is in the range of from 500 to 2000 meq/l.

20. (new) Method according to claim 8, wherein the phosphine is tris(hydroxymethyl) phosphine.

21. (new) Method according to claim 20, wherein the phosphine is present in a concentration in the range of from  $10^{-3}$  M to 1M.

*R<sup>2</sup>*  
*Cont.*  
 22. (new) Method according to claim 7, wherein the reducing agent is a thiol present in an aqueous solution whose pH is adjusted in the range of from 6.5 to 9 with an agent selected from the group consisting of aqueous ammonia, monoethanolamine, diethanolamine, triethanolamine, 1,3-propanediamine, an alkaline or ammonium carbonate or bicarbonate, an organic carbonate, an alkaline hydroxide, and a polyquaternary ammonium hydroxide.

23. (new) Method according to claim 22, wherein the polyquaternary ammonium hydroxide is a homopolymer comprising units having the following formula (III) as the main constituent of the chain:



where:

k and t are equal to 0 or 1, the sum k + t being equal to 0;

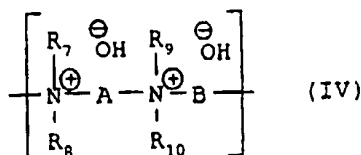
R<sub>4</sub> and R<sub>5</sub> each independently represent an alkyl radical containing 1 to 22 carbon atoms, a hydroxyalkyl radical whose alkyl group contains 1 to 5 carbon atoms, or an amidoalkyl radical whose alkyl group contains 1 to 5 carbon atoms;  
or R<sub>4</sub> and R<sub>5</sub>, together with the nitrogen atom to which they are attached, represent heterocyclic radicals; and

R<sub>6</sub> represents a hydrogen atom or a methyl radical.

24. (new) Method according to claim 23, wherein in formula (III), t = 1 and k = 0;

R<sub>4</sub> and R<sub>5</sub> represent methyl and R<sub>6</sub> represents a hydrogen atom.

25. (new) Method according to claim 22, wherein the polyquaternary ammonium hydroxide is a quaternary diammonium polymers containing repeat units having the formula (IV):



where:



R<sub>7</sub>, R<sub>8</sub>, R<sub>9</sub> and R<sub>10</sub>, which may be identical or different, represent aliphatic, alicyclic or arylaliphatic radicals containing 1 to 20 carbon atoms or C<sub>1</sub>-C<sub>5</sub> lower hydroxyaliphatic radicals, or R<sub>7</sub>, R<sub>8</sub>, R<sub>9</sub> and R<sub>10</sub>, taken together or separately, form, with the nitrogen atoms to which they are attached, heterocycles optionally containing a second heteroatom other than nitrogen, or R<sub>7</sub>, R<sub>8</sub>, R<sub>9</sub> and R<sub>10</sub>, represent a linear or branched C<sub>1</sub>-C<sub>6</sub> alkyl radical substituted by a nitrile, ester, acyl, amide or -COOR<sub>11</sub>-Q or -CO-NH-R<sub>11</sub>-Q function where R<sub>11</sub> is an alkylene and Q is a quaternary ammonium group;

B<sup>2</sup>  
cont.  
A and B represent linear or branched, saturated or unsaturated polymethylene groups containing 2 to 20 carbon atoms optionally containing, bonded to or interposed in the main chain, one or more aromatic ring(s), one or more oxygen or sulphur atom(s), or sulphoxide, hydroxyl, quaternary ammonium, ureido, amide or ester groups; or

or A, R<sub>7</sub> and R<sub>8</sub> form a piperazine ring with the two nitrogen atoms to which they are attached;

or A represents a linear or branched, saturated or unsaturated alkylene or hydroxyalkylene radical, and B denotes a -(CH<sub>2</sub>)<sub>n</sub>-CO-D-OC-(CH<sub>2</sub>)<sub>n</sub>- group where D represents:

(i) a glycol residue with formula -O-Z-O- where Z represents a linear or branched hydrocarbon radical, or a

-(CH<sub>2</sub>-CH<sub>2</sub>-O)<sub>x</sub>-CH<sub>2</sub>-CH<sub>2</sub>- or

- [CH<sub>2</sub>-CH-(CH<sub>3</sub>)-O]<sub>y</sub>-CH<sub>2</sub>-CH-(CH<sub>3</sub>)-

where x and y represent an integer from 1 to 4 corresponding to a defined and

unique degree of polymerization, or any number from 1 to 4 corresponding to a mean degree of polymerization;

- (ii) a bis-secondary diamine residue;
- (iii) a bis-primary diamine residue with formula  $\text{-NH-Y-NH-}$  where Y represents a linear or branched hydrocarbon radical or the divalent radical  $\text{-CH}_2\text{-CH}_2\text{-S-S-CH}_2\text{-CH}_2\text{-}$ ; or
- (iv) a ureylene group with formula  $\text{-NH-CO-NH-}$ .

*B<sup>2</sup>  
(cont)*

26. (new) Method according to claim 25, wherein in formula (IV),  $\text{R}_7$ ,  $\text{R}_8$ ,  $\text{R}_9$  and  $\text{R}_{10}$  represent methyl; A represents  $\text{-(CH}_2)_3\text{-}$  and B represents  $\text{-(CH}_2)_6\text{-}$ .

27. (new) Method according to claim 25, wherein in formula (IV),  $\text{R}_7$  and  $\text{R}_8$  represent ethyl,  $\text{R}_9$  and  $\text{R}_{10}$  represent methyl and A and B represent  $\text{-(CH}_2)_3\text{-}$ .

28. (new) Method according to claim 25, wherein in formula (IV),  $\text{R}_7$ ,  $\text{R}_8$ ,  $\text{R}_9$  and  $\text{R}_{10}$  represent methyl and A and B represent  $\text{-(CH}_2)_3\text{-}$ .

29. (new) Method according to claim 25, wherein in formula (IV),  $\text{R}_7$ ,  $\text{R}_8$ ,  $\text{R}_9$  and  $\text{R}_{10}$  represent methyl and A and B represent  $\text{-(CH}_2)_6\text{-}$ .

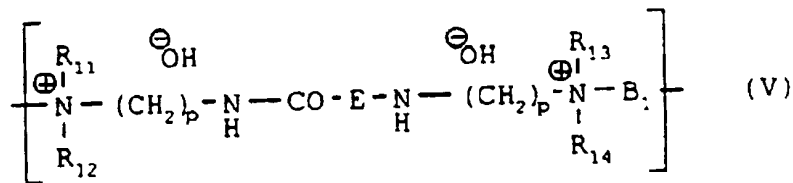
30. (new) Method according to claim 25, wherein in formula (IV), R<sub>7</sub>, R<sub>8</sub>, R<sub>9</sub> and R<sub>10</sub> represent methyl; A represents -(CH<sub>2</sub>)<sub>3</sub>- and B represents -(CH<sub>2</sub>)<sub>9</sub>-.

31. (new) Method according to claim 25, wherein in formula (IV), R<sub>7</sub>, R<sub>8</sub>, R<sub>9</sub> and R<sub>10</sub> represent methyl; A represents -(CH<sub>2</sub>)<sub>3</sub>- and B represents -(CH<sub>2</sub>)<sub>2</sub>-O-(CH<sub>2</sub>)<sub>2</sub>-.

32. (new) Method according to claim 25, wherein in formula (IV), R<sub>7</sub>, R<sub>8</sub>, R<sub>9</sub> and R<sub>10</sub> represent methyl; A represents -(CH<sub>2</sub>)<sub>3</sub>- and B represents -(CH<sub>2</sub>)<sub>2</sub>-O-(CH<sub>2</sub>)<sub>2</sub>-O-(CH<sub>2</sub>)<sub>2</sub>-.

33. (new) Method according to claim 25, wherein in formula (IV), R<sub>7</sub>, R<sub>8</sub>, R<sub>9</sub> and R<sub>10</sub> represent methyl; A represents -(CH<sub>2</sub>)<sub>2</sub>-O-(CH<sub>2</sub>)<sub>2</sub>- and B represents -(CH<sub>2</sub>)<sub>2</sub>-O-(CH<sub>2</sub>)<sub>2</sub>-O-(CH<sub>2</sub>)<sub>2</sub>-.

34. (new) Method according to claim 22, wherein the polyquaternary ammonium hydroxide is a polyquaternary ammonium polymer constituted by units with formula (V):



where:

$R_{11}$ ,  $R_{12}$ ,  $R_{13}$  and  $R_{14}$ , which may be identical or different, represent a hydrogen atom, methyl, ethyl, propyl, b-hydroxyethyl, b-hydroxypropyl or  $-\text{CH}_2-$

$\text{CH}_2-(\text{O}-\text{CH}_2-\text{CH}_2)_q-\text{OH}$ ,  $q$  being an integer from 0 to 6 and  $R_{11}$ ,  $R_{12}$ ,  $R_{13}$  and  $R_{14}$  not simultaneously being a hydrogen atom;

$B_1$  represents a linear or branched, saturated or unsaturated polymethylene group containing 2 to 20 carbon atoms and containing, bonded to or interposed in the main chain, one or more aromatic ring(s) or one or more oxygen or sulphur atom(s), or sulphoxide, sulphone, disulphide, amino, alkylamino, hydroxyl, quaternary ammonium, ureido, amide or ester groups;

$p$  represents an integer from 1 to 6;

$E$  is a covalent bond or represent

$-(\text{CH}_2)_r-\text{CO}-$  where  $r$  represents a number equal to 4 or 7.

35. (new) Method according to claim 34, wherein in formula (V),  $R_{11}$ ,  $R_{12}$ ,  $R_{13}$  and  $R_{14}$  represent methyl;  $B_1$  represents  $-\text{CH}_2-\text{CH}_2-\text{O}-\text{CH}_2-\text{CH}_2-$  and  $E$  represents  $-(\text{CH}_2)_4-\text{CO}-$ .

36. (new) Method according to claim 34, wherein in formula (V),  $R_{11}$ ,  $R_{12}$ ,  $R_{13}$  and  $R_{14}$  represent methyl;  $B_1$  represents  $-\text{CH}_2-\text{CH}_2-\text{O}-\text{CH}_2-\text{CH}_2-$  and  $E$  represents  $-(\text{CH}_2)_7-\text{CO}-$ .

37. (new) Method according to claim 34, wherein in formula (V), R<sub>11</sub>, R<sub>12</sub>, R<sub>13</sub> and R<sub>14</sub> represent methyl; B<sub>1</sub> represents -CH<sub>2</sub>-CH<sub>2</sub>-O-CH<sub>2</sub>-CH<sub>2</sub>- and E is a covalent bond.

38. (new) Method according to claim 1, wherein the pH of the reducing agent composition is in the range of from 3 to 9.

39. (new) Method according to claim 38, wherein the pH of the reducing agent composition is in the range of from 4 to 7.

B2  
cont.

40. (new) Method for treating keratinous hair fibres to endow them with novel appropriate properties, comprising (i) reducing, with at least one reducing agent, the disulphide bonds of the hair keratin for generating reactive sites only on the surface of said fibres to a depth of less than 10 µm, wherein said reducing generates 0.1% to 5% by weight of cysteine with respect to the total amino acids of the keratinous hair fibres, and (ii) covalently fixing at least one active compound which is capable of endowing the keratinous hair fibres with novel appropriate properties on said reactive sites, said active compound comprising at least one reactive function which is capable of reacting with said reactive sites formed on the surface of the keratinous fibres.

41. (new) Method according to claim 40, wherein in a first step, the disulphide bonds of the keratin are reduced and, after optional rinsing with water, a second step is then carried out in which the active compound is fixed.

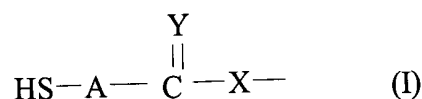
42. (new) Method according to Claim 40, wherein reduction of the disulphide bonds of the keratin is carried out simultaneously with fixing of the active compound.

43. (new) Method according to claim 40, wherein reduction is carried out to a depth of about 4 to 5  $\mu\text{m}$ .

44. (new) Method according to Claim 40, wherein reduction is carried out in order to generate 0.1% to 2% by weight of cysteine with respect to the total amino acids of the keratinous hair fibres.

45. (new) Method according to claim 40, wherein the disulphide bonds of the keratin are reduced with a reducing agent selected from thiols, hydrides, sulphites or bisulphites, phosphines and phosphites, hyperbranched polymers and dendrimers carrying terminal thiol functions.

46. (new) Method according to claim 45, wherein the reducing agent is selected from the group consisting of hyperbranched polymers and dendrimers carrying terminal thiol functions, having formula (I):



where:

Y represents an oxygen atom or an NH group;

A represents a linear, branched or cyclic, saturated or unsaturated C<sub>1</sub>-C<sub>12</sub> alkane di-yl group,

optionally interrupted by one or more heteroatoms, or optionally substituted by:

-NH<sub>2</sub>, optionally in the form of a salt;

-NH-COR, where R represents a linear, branched or cyclic, saturated or unsaturated C<sub>1</sub>-C<sub>10</sub> alkyl group;

a carboxylic acid function; or

a C<sub>1</sub>-C<sub>10</sub> ester function;

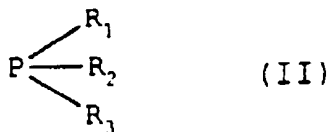
and X represents a nucleophilic group.

B<sup>2</sup>  
(cont)

47. (new) Method according to claim 46, wherein said reducing agent is present in a solution at a concentration such that the thiol titre of the solution is in the range of from 100 to 500 meq/l.

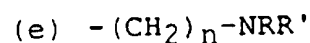
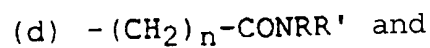
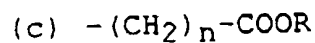
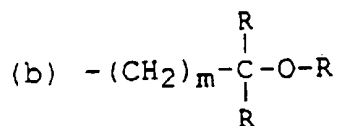
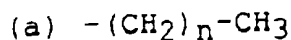
48. (new) Method according to claim 47, wherein said thiol titre is in the range of from 500 to 2000 meq/l.

49. (new) Method according to claim 45, wherein the reducing agent is a phosphine of the general formula:



where:

$\text{R}_1$ ,  $\text{R}_2$  and  $\text{R}_3$ , which are identical, represent one of:



$n = 1$  to  $3$

$m = 0$  or  $1$  to  $3$

$\text{R}$  and  $\text{R}'$ , which are identical or different, represent a hydrogen atom or a linear or branched  $\text{C}_1$ - $\text{C}_4$  alkyl radical, and

salts of said compounds of the formula (II) with a mineral or organic acid.

50. (new) Method according to Claim 49, wherein the phosphine salts with formula (II) are selected from hydrochlorides, hydrobromides, sulphates, citrates, oxalates and acetates.



51. (new) Method according to claim 49, wherein the phosphine is tris(2-carboxyethyl)phosphine.

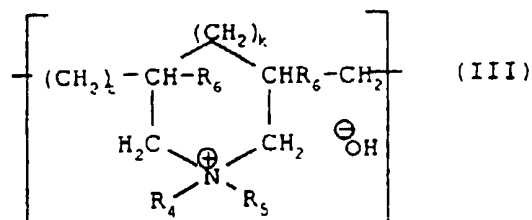
52. (new) Method according to claim 51, wherein the phosphine is present in a concentration in the range of from  $10^{-3}$  M to 1 M.

53. (new) Method according to claim 49, wherein the phosphine is tris-(hydroxymethyl)phosphine.

BZ  
(cont.)  
54. (new) Method according to claim 53, wherein the phosphine is present in a concentration in the range of from  $10^{-3}$  M to 1 M.

55. (new) Method according to claim 45, wherein the reducing agent is a thiol present in an aqueous solution whose pH is adjusted in the range of from 6.5 to 9 with an agent selected from the group consisting of aqueous ammonia, monoethanolamine, diethanolamine, triethanolamine, 1,3-propanediamine, an alkaline or ammonium carbonate or bicarbonate, an organic carbonate, an alkaline hydroxide and a polyquaternary ammonium hydroxide.

56. (new) Method according to claim 55, wherein the polyquaternary ammonium hydroxide is a homopolymer comprising units having the following formula (III) as the main constituent of the chain:



where:

k and t are equal to 0 or 1, the sum k + t being equal to 1;

R<sub>4</sub> and R<sub>5</sub> each independently represent an alkyl radical containing 1 to 22 carbon atoms, a hydroxyalkyl radical where the alkyl group contains 1 to 5 carbon atoms, or an amidoalkyl radical where the alkyl group contains 1 to 5 carbon atoms;

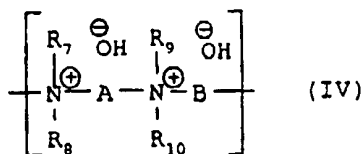
or R<sub>4</sub> and R<sub>5</sub>, together with the nitrogen atom to which they are attached, represent heterocyclic radicals; and

R<sub>6</sub> represents a hydrogen atom or a methyl radical.

57. (new) Method according to claim 56, wherein in formula (III), t = 1 and k = 0;

R<sub>4</sub> and R<sub>5</sub> represent methyl and R<sub>6</sub> represents a hydrogen atom.

58. (new) Method according to claim 55, wherein the polyquaternary ammonium hydroxide is a quaternary diammonium polymers containing repeat units having the formula (IV):



where:

R<sub>7</sub>, R<sub>8</sub>, R<sub>9</sub> and R<sub>10</sub>, which may be identical or different, represent aliphatic, alicyclic or arylaliphatic radicals containing 1 to 20 carbon atoms or C<sub>1</sub>-C<sub>5</sub> lower hydroxyaliphatic radicals, or R<sub>7</sub>, R<sub>8</sub>, R<sub>9</sub> and R<sub>10</sub>, taken together or separately, form with the nitrogen atoms to which they are attached, heterocycles optionally containing a second heteroatom other than nitrogen, or R<sub>7</sub>, R<sub>8</sub>, R<sub>9</sub> and R<sub>10</sub>, represent a linear or branched C<sub>1</sub>-C<sub>6</sub> alkyl radical substituted by a nitrile, ester, acyl, amide or -COOR<sub>11</sub>-Q or -CO-NH-R<sub>11</sub>-Q function where R<sub>11</sub> is an alkylene and Q is a quaternary ammonium group;

A and B represent linear or branched, saturated or unsaturated polymethylene groups containing 2 to 20 carbon atoms optionally containing, bonded to or interposed in the main chain, one or more aromatic ring(s), one or more oxygen or sulphur atom(s), or sulfoxide, hydroxyl, quaternary ammonium, ureido, amide or ester groups; or

A, R<sub>7</sub> and R<sub>8</sub> form a piperazine ring with the two nitrogen atoms to which they are attached; or

A represents a linear or branched, saturated or unsaturated alkylene or hydroxyalkylene radical, and B denotes a -(CH<sub>2</sub>)<sub>n</sub>-CO-D-OC-(CH<sub>2</sub>)<sub>n</sub>- group where D represents:

- (i) a glycol residue with formula -O-Z-O- where Z represents a linear or branched hydrocarbon radical, or a -(CH<sub>2</sub>-CH<sub>2</sub>-O)<sub>x</sub>-CH<sub>2</sub>-CH<sub>2</sub>- or -[CH<sub>2</sub>-CH-

B<sup>2</sup>  
 cont.

$(\text{CH}_3)\text{-O}\text{]}_y\text{-CH}_2\text{-CH-(CH}_3\text{)-}$  where x and y represent an integer from 1 to 4 corresponding to a defined and unique degree of polymerization, or any number from 1 to 4 corresponding to a mean degree of polymerization;

- (ii) a bis-secondary diamine residue;
- (iii) a bis-primary diamine residue with formula  $\text{-NH-Y-NH-}$  where Y represents a linear or branched hydrocarbon radical or the divalent radical  $\text{-CH}_2\text{-CH}_2\text{-S-S-CH}_2\text{-CH}_2\text{-}$ ; or
- (iv) a ureylene group with formula  $\text{-NH-CO-NH-}$ .

B<sup>2</sup>  
cont.  
59. (new) Method according to claim 58, wherein in formula (IV), R<sub>7</sub>, R<sub>8</sub>, R<sub>9</sub> and R<sub>10</sub> represent methyl; A represents  $\text{-(CH}_2\text{)}_3\text{-}$  and B represents  $\text{-(CH}_2\text{)}_6\text{-}$ .

60. (new) Method according to claim 58, wherein in formula (IV), R<sub>7</sub> and R<sub>8</sub> represent ethyl, R<sub>9</sub> and R<sub>10</sub> represent methyl and A and B represent  $\text{-(CH}_2\text{)}_3\text{-}$ .

61. (new) Method according to claim 58, wherein in formula (IV), R<sub>7</sub>, R<sub>8</sub>, R<sub>9</sub> and R<sub>10</sub> represent methyl and A and B represent  $\text{-(CH}_2\text{)}_3\text{-}$ .

62. (new) Method according to claim 58, wherein in formula (IV), R<sub>7</sub>, R<sub>8</sub>, R<sub>9</sub> and R<sub>10</sub> represent methyl and A and B represent  $\text{-(CH}_2\text{)}_6\text{-}$ .

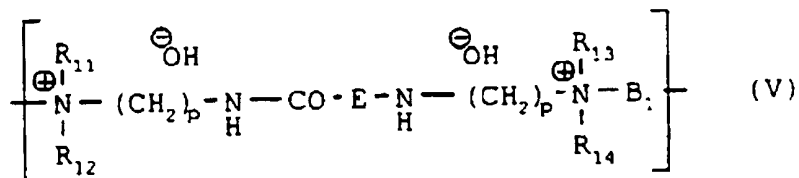
63. (new) Method according to claim 58, wherein in formula (IV), R<sub>7</sub>, R<sub>8</sub>, R<sub>9</sub> and R<sub>10</sub> represent methyl; A represents -(CH<sub>2</sub>)<sub>3</sub>- and B represents -(CH<sub>2</sub>)<sub>9</sub>-.

64. (new) Method according to claim 58, wherein in formula (IV), R<sub>7</sub>, R<sub>8</sub>, R<sub>9</sub> and R<sub>10</sub> represent methyl; A represents -(CH<sub>2</sub>)<sub>3</sub>- and B represents -(CH<sub>2</sub>)<sub>2</sub>-O-(CH<sub>2</sub>)<sub>2</sub>-.

65. (new) Method according to claim 58, wherein in formula (IV), R<sub>7</sub>, R<sub>8</sub>, R<sub>9</sub> and R<sub>10</sub> represent methyl; A represents -(CH<sub>2</sub>)<sub>3</sub>- and B represents -(CH<sub>2</sub>)<sub>2</sub>-O-(CH<sub>2</sub>)<sub>2</sub>-O-(CH<sub>2</sub>)<sub>2</sub>-.

66. (new) Method according to claim 58, wherein in formula (IV), R<sub>7</sub>, R<sub>8</sub>, R<sub>9</sub> and R<sub>10</sub> represent methyl; A represents -(CH<sub>2</sub>)<sub>2</sub>-O-(CH<sub>2</sub>)<sub>2</sub>- and B represents -(CH<sub>2</sub>)<sub>2</sub>-O-(CH<sub>2</sub>)<sub>2</sub>-O-(CH<sub>2</sub>)<sub>2</sub>-.

67. (new) Method according to claim 55, wherein the polyquaternary ammonium hydroxide is a polyquaternary ammonium polymer constituted by units of the formula (V):



where:

$R_{11}$ ,  $R_{12}$ ,  $R_{13}$  and  $R_{14}$ , which may be identical or different, represent a hydrogen atom, methyl, ethyl, propyl, b-hydroxyethyl, b-hydroxypropyl or  $-\text{CH}_2-$

$\text{CH}_2-(\text{O}-\text{CH}_2-\text{CH}_2)_q-\text{OH}$ ,  $q$  being an integer from 0 to 6 and  $R_{11}$ ,  $R_{12}$ ,  $R_{13}$  and  $R_{14}$  not simultaneously being a hydrogen atom;

$B_1$  represents a linear or branched, saturated or unsaturated polymethylene group containing 2 to 20 carbon atoms and containing, bonded to or interposed in the main chain, one or more aromatic ring(s) or one or more oxygen or sulphur atom(s), or sulphoxide, sulphone, disulphide, amino, alkylamino, hydroxyl, quaternary ammonium, ureido, amide or ester groups;

$p$  represents an integer from about 1 to 6; and

$E$  is a covalent bond or represents a

$-(\text{CH}_2)_r-\text{CO}-$  group where  $r$  represents a number equal to 4 or 7.

68. (new) Method according to claim 67, wherein in formula (V),  $R_{11}$ ,  $R_{12}$ ,  $R_{13}$  and  $R_{14}$  represent methyl;  $B_1$  represents  $-\text{CH}_2-\text{CH}_2-\text{O}-\text{CH}_2-\text{CH}_2-$  and  $E$  represents  $-(\text{CH}_2)_4-\text{CO}-$ .

69. (new) Method according to claim 67, wherein in formula (V),  $R_{11}$ ,  $R_{12}$ ,  $R_{13}$  and  $R_{14}$  represent methyl;  $B_1$  represents  $-\text{CH}_2-\text{CH}_2-\text{O}-\text{CH}_2-\text{CH}_2-$  and  $E$  represents  $-(\text{CH}_2)_7-\text{CO}-$ .

70. (new) Method according to claim 67, wherein in formula (V), R<sub>11</sub>, R<sub>12</sub>, R<sub>13</sub> and R<sub>14</sub> represent methyl; B<sub>1</sub> represents -CH<sub>2</sub>-CH<sub>2</sub>-O-CH<sub>2</sub>-CH<sub>2</sub>- and E is a covalent bond.

71. (new) Method according to claim 40, wherein the pH of the reducing agent composition is in the range of from 3 to 9.

72. (new) Method according to claim 71, wherein the pH of the reducing composition is in the range of from 4 to 7.

BZ  
Cen.  
73. (new) Method according to claim 40, wherein the contact time for the aqueous reducing agent solution with the keratinous fibres is in the range of from about 30 seconds to 1 hour, the temperature being in the range of from room temperature to less than 60 °C.

74. (new) Method according to claim 40, wherein the active compound is selected from colorants, sunscreens, shine agents and hydrophobic compounds, said active compound carrying at least one nucleofugic function.

75. (new) Method according to claim 40, wherein the active compound is used in an aqueous solution at a concentration in the range of from about  $10^{-3}\%$  to 20%, the pH of said solution being in the range of from about 2 to 10.

B<sup>2</sup>  
cont.  
76. (new) Method according to claim 40, wherein the contact time for the aqueous solution of active compound is in the range of from about 1 minute to 1 hour, the temperature being in the range of from room temperature to less than 60 °C.

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